

JAYAPRAKASH J

UX DESIGNER

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PROFESSIONAL SUMMARY:

UX Designer with 3+ years of experience designing user-focused digital experiences across web, mobile, SaaS, D2C, and dashboard products. Experienced in translating user insights and business requirements into user flows, information architecture, wireframes, prototypes, responsive interfaces, and scalable design systems. Strong visual design foundation with hands-on expertise in Figma, Adobe Creative Suite, responsive design, interaction design, and accessibility. Comfortable collaborating with stakeholders and mentoring designers while maintaining a strong focus on usability and product outcomes.

SELECTED DESIGN PROJECTS

Soullylush - Multi-Platform Product Design (Web, Mobile, Farmer Ops, BI Dashboard) | Sole UX Designer

- Designed a unified design system across a D2C web platform, native mobile app, farmer operations dashboard, and BI dashboard. Diagnosed D2C conversion gaps and redesigned the mobile purchase flow around observed user behaviour.
- Scaled the same design language across consumer-facing and data-heavy product experiences. Created reusable UI patterns and components to maintain consistency across multiple platforms.

Tamil Nadu Tourism - Government Tourism Platform Redesign | UX Case Study · End-to-End

- Conducted 8 user interviews and competitive analysis to identify navigation, trust, and destination-discovery pain points. Synthesised research into personas, user stories, page hypotheses, and information architecture.
- Designed a theme-based interface focused on faster destination discovery, stronger platform trust, and improved booking conversion. Translated research findings into actionable UX and UI design decisions.

HelpFlow AI - SaaS Landing Page & Design System | UI/Visual Design · 3-day sprint

- Designed a complete landing page and supporting design system for an AI-powered SaaS platform. Developed colour system, typography scale, 8pt spacing grid, component library, and responsive layouts.
- Designed desktop 1440px and mobile 375px experiences with reusable components and logo variants. Delivered the complete design within a 3-day sprint.

EXPERIENCE

UI/UX Designer & Mentor Image Creative Education Pvt Ltd, Chennai	Aug 2025 - Present
- Designed real-world brand and UI/UX projects used as production-oriented curriculum, including product design work for Soullylush. Directed 50+ design outputs across typography, layout, colour systems, and user flows, improving overall output quality by 40%. - Conducted usability reviews and design critiques to improve clarity, consistency, and user experience. Conducted workshops on responsive UI, accessible design, and scalable component-based design. - Mentored designers on design rationale, problem framing, interaction design, and production-quality execution.	
Web & UI/UX Designer & Mentor Academy of Media and Design LLP	Aug 2023 - Jan 2025
- Executed end-to-end interface design projects from wireframes to high-fidelity prototypes. Conducted usability reviews and iterative design critiques to improve navigation and interface clarity. - Guided junior designers in translating functional requirements into clear, user-focused layouts. Developed design rationale and supported stakeholder communication throughout design projects. Mentored and coordinated with a team of 5+ junior designers.	

SKILLS & TOOLS

Product & Design
- Product Discovery · User Research · User Interviews · User Flows · Information Architecture · Personas · User Stories · Wireframing · Prototyping - Usability Testing · Interaction Design · Responsive Design · Accessibility · WCAG · Design Systems
Visual Design
- UI Design · Visual Design · Layout & Composition · Typography · Colour Systems - Brand Identity · Conversion Design · Visual Storytelling
Tools
Figma · Adobe XD · Adobe Creative Suite · Balsamiq · Miro · Claude · UX Pilot · ChatGPT.
Technical
HTML5 · CSS3 · Bootstrap · JS
Soft skills
- Cross-functional Collaboration · Stakeholder Communication · Design Critique · Design Mentorship - Independent Project Ownership · Business Goals / CRO

EDUCATION

Master of Computer Application (MCA) Bharathidasan University	.	2024-2026
Bachelor of Computer Applications (BCA) Alagappa university	.	2021-2024
UI/UX Design Certification (Online)	.	Feb - Jun 2023